



KSHB-TV

ORDER

Print Date 09/24/12 Page 1 of 3

Flight Dates **09/25/12-10/01/12**

Contract / Revision **312165 /**
Original Date / Revision
 09/24/12 09/24/12
Advertiser **Nixon / Democrat / Govern**

Product
Governor
Agency Com 15%
Billing Contact
1600 Locust Street
Philadelphia, PA 19103

Agency **Campaign Group**
Buying Contact

1600 Locust Street
Philadelphia, PA 19103

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:30:00
Estimate # **9.25-10.1**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 17% Market Value 164705

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	83%	136705
WDAF	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	57	\$19,273.75	\$22,675.00	0.00	08/27/12	09/30/12	57	\$19,273.75	\$22,675.00
October 2012	16	\$4,526.25	\$5,325.00	0.00	10/01/12	10/01/12	16	\$4,526.25	\$5,325.00
Totals	73	\$23,800.00	\$28,000.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	09/25/12	10/01/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MTWTF--	:30	4	\$150.00	P-2	0.00 NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		4			\$150.00		0.00			
N 2	KSHB	09/25/12	10/01/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	4	\$750.00	P-1	0.00 NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		4			\$750.00		0.00			
N 3	KSHB	09/25/12	10/01/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	3	\$1,100.00	P-1	0.00 NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			



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Page 2 of 3

Contract / Revision **312165** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:30:00

Advertiser **Nixon / Democrat / Governor** Product **Governor**

Estimate # **9.25-10.1**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KSHB	09/25/12	10/01/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	3	\$1,100.00	P-1	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					3	\$1,100.00		0.00			
N 4	KSHB	09/25/12	10/01/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	4	\$425.00	P-2	0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					4	\$425.00		0.00			
N 5	KSHB	09/25/12	09/30/12	Nightly News Nightly News	CM	530-6p	-TWTF--	:30	4	\$1,100.00	P-2	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-TWTF--					4	\$1,100.00		0.00			
N 6	KSHB	09/25/12	10/01/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					5	\$750.00		0.00			
N 7	KSHB	09/25/12	09/30/12	NFL Game NFL Game	CM	7-1030p NFL Game	-----S	:30	1	\$2,100.00	P-3	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					1	\$2,100.00		0.00			
N 8	KSHB	09/25/12	10/01/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					5	\$200.00		0.00			
N 9	KSHB	09/25/12	10/01/12	Today Show II Today Show II	CM	9-10a	MTWTF--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					4	\$175.00		0.00			
N 10	KSHB	09/25/12	10/01/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					5	\$150.00		0.00			
N 11	KSHB	09/25/12	10/01/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					5	\$100.00		0.00			
N 12	KSHB	09/25/12	10/01/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					5	\$100.00		0.00			
N 13	KSHB	09/25/12	10/01/12	M-F 3-4p Jeff Probst show	CM	3-4p	MTWTF--	:30	8	\$75.00	P-3	0.00	NM	8	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					8	\$75.00		0.00			
N 14	KSHB	09/25/12	10/01/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					4	\$300.00		0.00			
N 15	KSHB	09/25/12	10/01/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Page 3 of 3

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Advertiser **Nixon / Democrat / Governor** Product **Governor**

Estimate # **9.25-10.1**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	KSHB	09/25/12	10/01/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--			4			\$300.00		0.00			
N 16	KSHB	09/25/12	10/01/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	4	\$325.00	P-2	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--			4			\$325.00		0.00			
N 17	KSHB	09/25/12	10/01/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--			4			\$350.00		0.00			
Totals														73	\$28,000.00